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THE GREATEST DOLLAR PRODUCER OF ALL TREE FRUITS

THE "CLARKADOTA" FIG

THE LATEST DISCOVERY IN HORTICULTURE

By W. Sam Clark

Produces heaviest tonnage of fruit per acre of any fig known.

The fig of greatest vitality, and most rapid growing.

Possesses greatest sugar content of any fig grown.

Earliest producer of any tree fruits.

Practically seedless, and practically skinless when cooked.

Needs no fumigation; is practically free from pests.

Is self-pollenizing; needs no caprification.

May live for a thousand years, and produce fruit always.

Golden-colored when ripened, and very fittingly called—

"THE FRUIT OF GOLD."

METHODS OF MARKETING:

Fresh, or preserved in syrup, in glass or tin.

Preserved in candy-confection form.

Finely ground for candy or cake fillers.

Sealed in tin in syrup, uncooked, semi-frozen.

Sweet-spiced or pickled, or

Dried and used in many forms.

This fig endures summer rains, fogs and heavy irrigation, will never split or sour. Has no center-cavity, hence endures shipment perfectly to all Eastern markets, fresh. Ripe figs, this variety, are self-sealed with wax at blossom ^{end} time, insuring against intrusion of all insects and pests.

The demand for preserved Clarkadota figs in tin was so great at the close of the 1925 canning season that only a small portion of the orders for Coast and Eastern trade was cared for.

Imitation is most sincere flattery. But the selling of spurious so-called Kadota nursery stock should be a penitentiary offense.

The copyrighted trade-mark "Clarkadota" is my nursery protection and your guarantee of GENUINE, true-to-name Kadota fig stock.

Five other varieties of figs are commonly sold by nurseries under the name of Kadota.

The "HIGHLIGHTS" of the CLARKADOTA FIG

The fruit is a "Golden-yellow" color when fully ripened.

The fig is practically "seedless," which is a tremendous factor in marketing either fresh or preserved.

The tree is the most "rapid-growing" and earliest crop producer of any fig ever before grown.

The "THIRD SUMMER" after planting, a crop is usually harvested of greater value than other figs and fruits yield the SEVENTH summer.

This fig has more "marketing methods" than any other fruit grown.

More uses being devised each year.

This fig is practically solid as a fresh fig and thus may be sent by express or freight to all Eastern markets, bringing prices from 27 to 75 cents per pound (\$540.00 to \$1500.00 per ton).

Europe does not produce nor export this fig to the United States. California has almost a "monopoly" on supplying the United States and Canada.

This fig is never skinned or peeled when eaten fresh or preserved.

The most delicate and sensitive lips are never pricked when eating this fruit fresh from the tree.

When cooked, the skin becomes a part of the fruit, giving the impression when in glass of having been "peeled."

The skin of the fresh fig is "elastic," withstands much abuse in shipment fresh, and seldom breaks in process of preserving, making a wonderful appearance in glass.

No "seeds" are there to float about in the syrup and destroy the beauty of the pack.

Contract cannery prices for 1926 are \$125.00-\$145.00 per ton, with an upward tendency caused by demand, and \$150.00 per ton and upward is anticipated for 1927 crop.

Commission merchants in Los Angeles and San Francisco usually secure for the grower from 10 cents to 25 cents per pound for the figs sold fresh to the retail trade; while the consuming public pays from 15 to 35 cents per pound, and cannot get more than a "taste" each season, BECAUSE we have not enough acres of the Clarkadota Figs growing in California to supply the markets, and we will plant orchards for 20 years to come before our supply of these figs, fresh



— 1927 —

PRICE LIST FOR CLARKADOTA FIG NURSERY STOCK

THESE PRICES SUBJECT TO CHANGE
WITHOUT NOTICE TO AGENTS

Size	1-10	100	500	1000	3-5000
18-24.....	\$.50	\$.40	\$.35	\$.30	\$.28
24-36.....	.60	.50	.45	.40	.35
36-48.....	.75	.65	.55	.45	.40
48-over.....	1.00	.75	.65	.55	.50

Destruction of our nurseries by an act of God or a public enemy alone will release us from our obligations, in which event the customer's deposit will be immediately returned.

(Over)



My "trade-mark," Clarkadota, is copyrighted, and is my guarantee to customers of purity of stock, and is my business protection.

"I absolutely guarantee every rooting delivered from my nurseries to be a 'GENUINE LINEAL OFF-SPRING' of the original Kadota fig tree discovered and named by the late Stephen H. Taft of Sawtelle, California, from whom I purchased the roots for the 'Mother Orchard' located near Dinuba, Tulare County, from which my nursery stock is taken.

"The reputation, popularity and remarkable incomes derived from the orchards of the genuine Clarkadota Fig has prompted unscrupulous nurserymen and others throughout the State to flood the market with spurious so-called Kadota nursery stock, and intending planters should exercise every precaution in securing their rootings. The resemblance between the genuine and the spurious is so close that the production of crops ALONE will determine beyond a doubt the parentage of the orchard.

"(Signed) W. SAM CLARK."

(Over)

and preserved, will make it possible for the consuming public to buy them in season as they can now buy any other California-raised fruits.

Fig orchards live for hundreds of years. In Europe single trees of 1,000 or more years are found.

Fumigation of trees is never necessary.

Sulphur spray will kill the red spider on leaf and branch if by any chance it ever is found.

Three good irrigations yearly (May, June and July) is usually sufficient, normal rainfall considered, while some locations and soils call for one more wetting.

Ordinary cultivation as any other orchard receives is all that is required.

Fruit ripens on matured trees (five years and older) in June. That is known as the June crop, and usually consists of large-sized fruits, less golden in color and more greenish than the summer crop, which usually appears August 1st to Thanksgiving time, according to location.

Picking figs is an easy and delightful labor. In the heat of summer each tree must be picked over every other day (three times each week). Pick one-half the orchard today, the other half tomorrow; your money never ceases to come daily from August to November 15.

Skilled pickers, having steady work for months in the same orchard, over the same trees, are contented workers, and make a pleasure out of a well-paying task.

Pruning the trees low and bushy makes cheap and easy picking.

Planting from 140 to 280 trees per acre makes possible a tremendous income from an acre of ground, and the land is never overtaxed at that.

The new wood growing on the heavily-pruned tree is the source of the summer crop. Every leaf appearing brings with it a fig.

Hence any person can readily see that the production of new growth is the secret to a heavy crop, and the keynote to successful Clarkadota Fig production.

A low-bushy tree makes fig gathering by women and children cost very little compared with picking cost on old-fashioned trees—high and wide.

Hence, common sense and experience have taught us to increase the number of trees per acre and reduce the size of each tree to a bush.

Low bushes bring picking costs from $2\frac{1}{4}$ cents per pound on big trees to less than .01 per pound on small bushes.

That avocados and figs, the two greatest tree fruits ever grown, will reach fullest development of growth and fruit, side by side, as no other fruits will is now fully recognized. Avocado fruit, heavily oil-bearing, and figs, sugar-bearing, make possible the production of orchards of both growing densely together. One fruiting in summer, the other in winter, each protecting the other.

The handling of nursery stock and the preparation of soils for planting Fig orchards and Fig vineyards has become almost an art. Figs being radically different in tree and root structure from the common varieties of fruit trees, familiar to most everyone, call for special treatment at certain stages, and this subject will be treated most fully in a booklet on "Fig Culture," edited by myself, which will be off the press in the late summer, in ample time to assist the intending planter, one whose orchard is a year or more old, and he whose grove has come into full fruitation. Soil preparation, sub-soiling and blasting, the planting and pruning, season by season, to get the extraordinary results obtained, the gathering and marketing of the crop, fresh and preserved, will all be treated most fully. Pictures and cuts will amply illustrate every move step by step.

Nineteen twenty-seven bids fair to be the greatest year of planting the Clarkadota fig in its history, and my nurseries will be taxed to their limit to care for my customers next spring.

Unscrupulous nurserymen, who sell the SO-CALLED Kadota fig rootings to the unsuspecting, will be active everywhere, and grief is in store for many planters. Five other varieties of doubtful value are now sold under the name of Kadota. My stock all originates from the "MOTHER ORCHARD" of this variety, and is protected by the copyrighted name of "CLARKADOTA," and every rooting I sell is guaranteed to be a "Genuine Clarkadota," from the original tree discovered and named by Stephen H. Taft, years ago.

Imitation is sincere flattery. The law does not protect you if you are "bunked," so guard yourself.

Phone TRinity 3771, or Write

CLARKADOTA FIG NURSERIES

Room ~~705~~ Commercial Exchange Bldg.

LOS ANGELES : : : : CALIFORNIA